

# CGA LICENCED PREMISES

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Area: P02802\_Brawns Den, Durham, DH7 8UG (1 M  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	3	37.8	81.7	46			
Proprietary Club	0	0.0	7.3	0			
Registered Club	5	63.0	28.2	<b>224</b>			
Restaurant	1	12.6	32.1	39			
Residential	0	0.0	2.7	0			

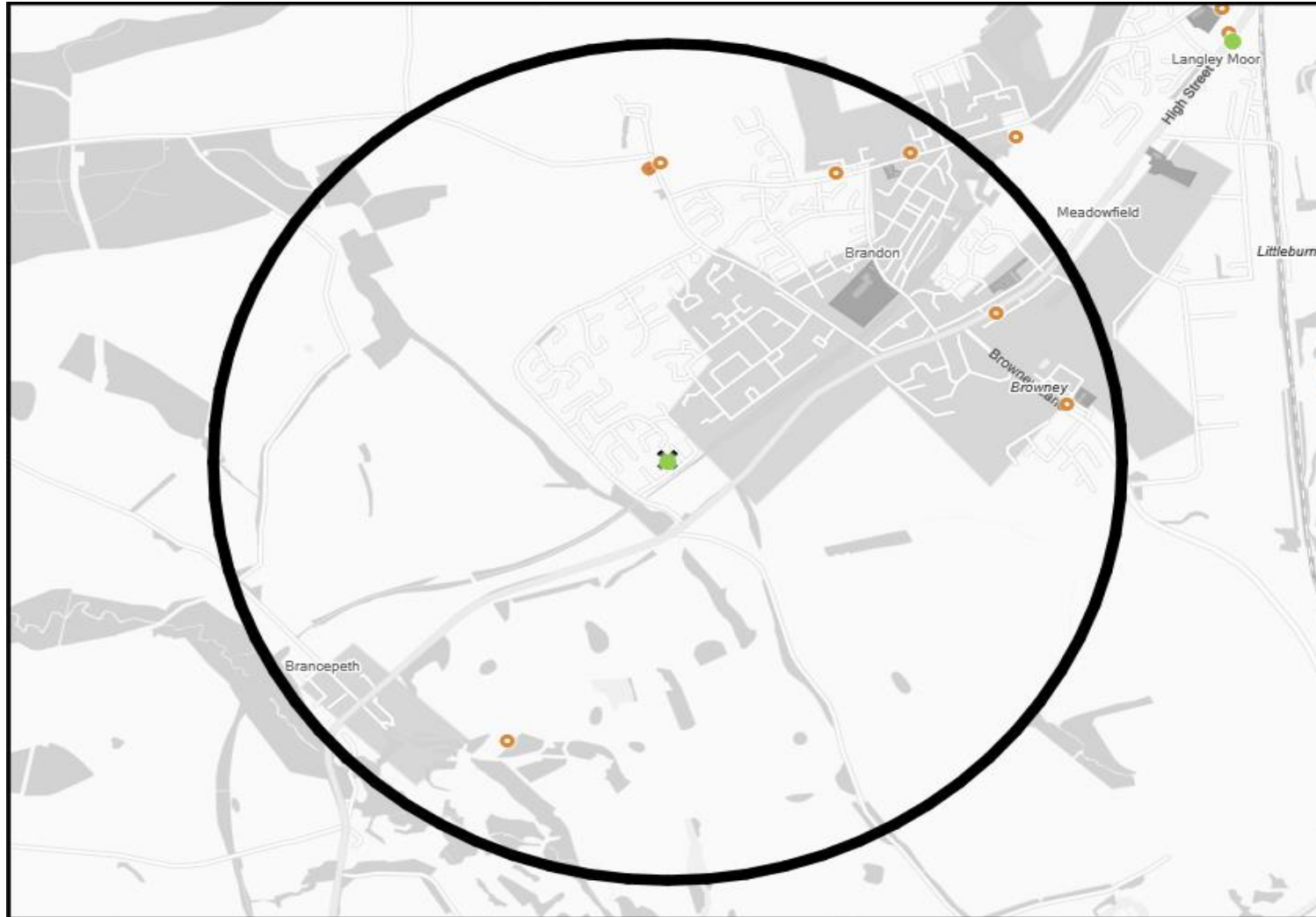
Name	Description	License Type	Owner Name	Postcode
Brancepeth Golf Club	Independent Free	Registered Club	Independent Free	DH 7 8EA
Brownery District Working Mens Club	Independent Free	Registered Club	Independent Free	DH 7 8HT
Meadowfield & District Social Club	Independent Free	Registered Club	Independent Free	DH 7 8NA
Brandon United Football Club	Independent Free	Registered Club	Independent Free	DH 7 8SU
Brandon Sports Club	Independent Free	Registered Club	Independent Free	DH 7 8PL
Bay Horse Inn	Independent Free	Pubs & Full On	Independent Free	DH 7 8ST
Prince Bishop	Unknown	Pubs & Full On	Unknown	DH 7 8ST
Brawns Den	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DH 7 8UG
Wok Inn	Independent Free	Restaurant	Independent Free	DH 7 8PS

# MAP OF AREA

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Source: OS Open Data 2018

Area: P02802\_Brawns Den, Durham, DH7 8UG (1 Mile contour)
















**KEY**

- Large pub co's & bars**
  - Admiral Taverns Ltd
  - Ei Group
  - Greene King
  - Marston's
  - Mitchells & Butlers
  - Punch Pub Company
  - Stonegate Pub Company
  - Star Pubs & Bars
  - Wetherspoon
  - Whitbread
  - Shepherd Neame
- Small to medium pub co's & bars**
- Family Brewers with pubs
- Hotels
- Restaurants
- Leisure
- Independent
- Other
- Site Location
- Boundary

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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**Area:** P02802\_Brawns Den, Durham, DH7 8UG (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	471	12.6	22.1	57		
 2 Rising Prosperity	41	1.1	10.2	11		
 3 Comfortable Communities	952	25.4	26.5	96		
 4 Financially Stretched	1,821	48.5	23.7	<b>205</b>		
 5 Urban Adversity	464	12.4	17.2	72		
 6 Not Private Households	3	0.1	0.3	23		
 Graph						
<b>Total households</b>	<b>3,752</b>					

### Acorn Category Pen Portrait

6 Not Private Households
790k
1.5%

UK Adults of UK










**60 Active communal population –**  
 Generally this is accommodation that may be unoccupied for part of the year, or where the people living in the accommodation regularly change. Other active communal accommodation might include hostels, children’s homes, refuges and local authority accommodation for travellers.

**61 Inactive communal population –**  
 These people may be in communal establishments but unlikely to be active consumers. This includes care homes, hospitals, and other medical or nursing establishments where due to their health, the residents are unlikely to get out and about to function as regular consumers. It also includes prisons.

**62 Business areas without resident population –**  
 These are postcodes where we believe there is no regular resident population. An example of this might be a business or industrial park.

These are postcodes where the bulk of the residents are not living in private households.

The category forms a single group, R: Not private households, which is sub-divided into three types:

# ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P02802\_Brawns Den, Durham, DH7 8UG (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
<b>1. Affluent Achievers</b>						
1.A Lavish Lifestyles	0	0.0	1.1	0		
1.B Executive Wealth	381	10.2	11.3	90		
1.C Mature Money	90	2.4	9.6	25		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	41	1.1	6.4	17		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	353	9.4	5.7	164		
3.G Successful Suburbs	221	5.9	6.0	99		
3.H Steady Neighbourhoods	172	4.6	7.4	62		
3.I Comfortable Seniors	125	3.3	2.9	117		
3.J Starting Out	81	2.2	4.6	47		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	410	10.9	8.0	137		
4.M Striving Families	481	12.8	7.4	172		
4.N Poorer Pensioners	930	24.8	5.8	430		
<b>5. Urban Adversity</b>						
5.O Young Hardship	115	3.1	6.3	49		
5.P Struggling Estates	71	1.9	5.7	33		
5.Q Difficult Circumstances	278	7.4	5.2	141		
<b>6. Not Private Households</b>						
6.R Not Private Households	3	0.1	0.3	23		
<b>Total households</b>	<b>3,752</b>					

## Acorn Group Pen Portrait

1 A Lavish Lifestyles

0.7M  
UK Adults
 1.3%  
of UK

The most affluent people in the UK who live comfortable lifestyles with few financial concerns. These individuals are typically empty nesters, who live in large detached homes that they own outright and which are often worth millions.

Age range  
**45-74**

Children at home  
**0**

House tenure  
**Owned outright**

Family structure  
**Couple**

Number of beds  
**4+**

House type  
**Detached**

**BRANDS**

SHOPPING: BOSS, HARVEY NICHOLS, APPLE, ANTHROPOLOGIE

LEISURE: duffelport, SEARCYS, GAUCHO, HAWKSMOOR

WEBSITES: rightmove, BBC NEWS, THE NEW YORK TIMES

**DIGITAL AND TECH**

ATTITUDES

I worry about online security  
**60%**  
UK average: 59%

Shopping online makes my life easier  
**62%**  
UK average: 62%

I love the ease of using chat bots to get answers  
**28%**  
UK average: 28%

**TOP BEHAVIOURS**

**Highest online shopping expenditure**

**Book a holiday online**

**Visit LinkedIn**



CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P02802\_Brawns Den, Durham, DH7 8UG (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Sort by:  Acorn Structure  
 Index  
 Profile %

Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	124	3.3	2.5	134			
1.B.6 Financially comfortable families	257	6.8	2.2	308			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	74	2.0	3.1	64			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	16	0.4	2.5	17			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
2.D.14 Townhouse cosmopolitans	0	0.0	0.7	0			
2.D.15 Younger professionals in smaller flats	0	0.0	1.5	0			
2.D.16 Metropolitan professionals	0	0.0	0.7	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	41	1.1	2.0	55			
2.E.19 First time buyers in small, modern homes	0	0.0	3.4	0			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
3.F.21 Farms and cottages	0	0.0	1.5	0			
3.F.22 Older couples and families in rural areas	18	0.5	1.0	48			
3.F.23 Owner occupiers in small towns and villages	335	8.9	3.2	278			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	126	3.4	2.7	125			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	95	2.5	2.4	104			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	65	1.7	3.5	50			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	107	2.9	2.3	122			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	125	3.3	2.4	141			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	81	2.2	2.4	90			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	0	0.0	0.3	0			
4.K.35 Term-time terraces	0	0.0	0.2	0			
4.K.36 Educated young people in flats and tenements	0	0.0	1.9	0			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	3	0.1	1.4	6			
4.L.38 Semi-skilled workers in traditional neighbourhoods	207	5.5	2.6	210			
4.L.39 Fading owner occupied terraces	200	5.3	2.9	183			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	1	0.0	1.6	2			
4.M.42 Struggling young families in post-war terraces	38	1.0	1.6	62			
4.M.43 Families in right-to-buy estates	124	3.3	2.0	162			
4.M.44 Post-war estates, limited means	318	8.5	2.2	390			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	414	11.0	0.8	1,402			
4.N.46 Elderly people in social rented flats	42	1.1	1.0	109			
4.N.47 Low income older people in smaller semis	474	12.6	2.2	565			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
5.O.50 Struggling younger people in mixed tenure	115	3.1	1.8	170			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	69	1.8	1.6	118			
5.P.53 Low income terraces	0	0.0	0.8	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.0	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.7	0			
5.P.56 Low income large families in social rented semis	2	0.1	1.6	3			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	65	1.7	1.5	115			
5.Q.58 Singles and young families, some receiving benefits	63	1.7	1.8	95			
5.Q.59 Deprived areas and high-rise flats	150	4.0	2.0	203			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	3	0.1	0.3	28			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>3,752</b>						

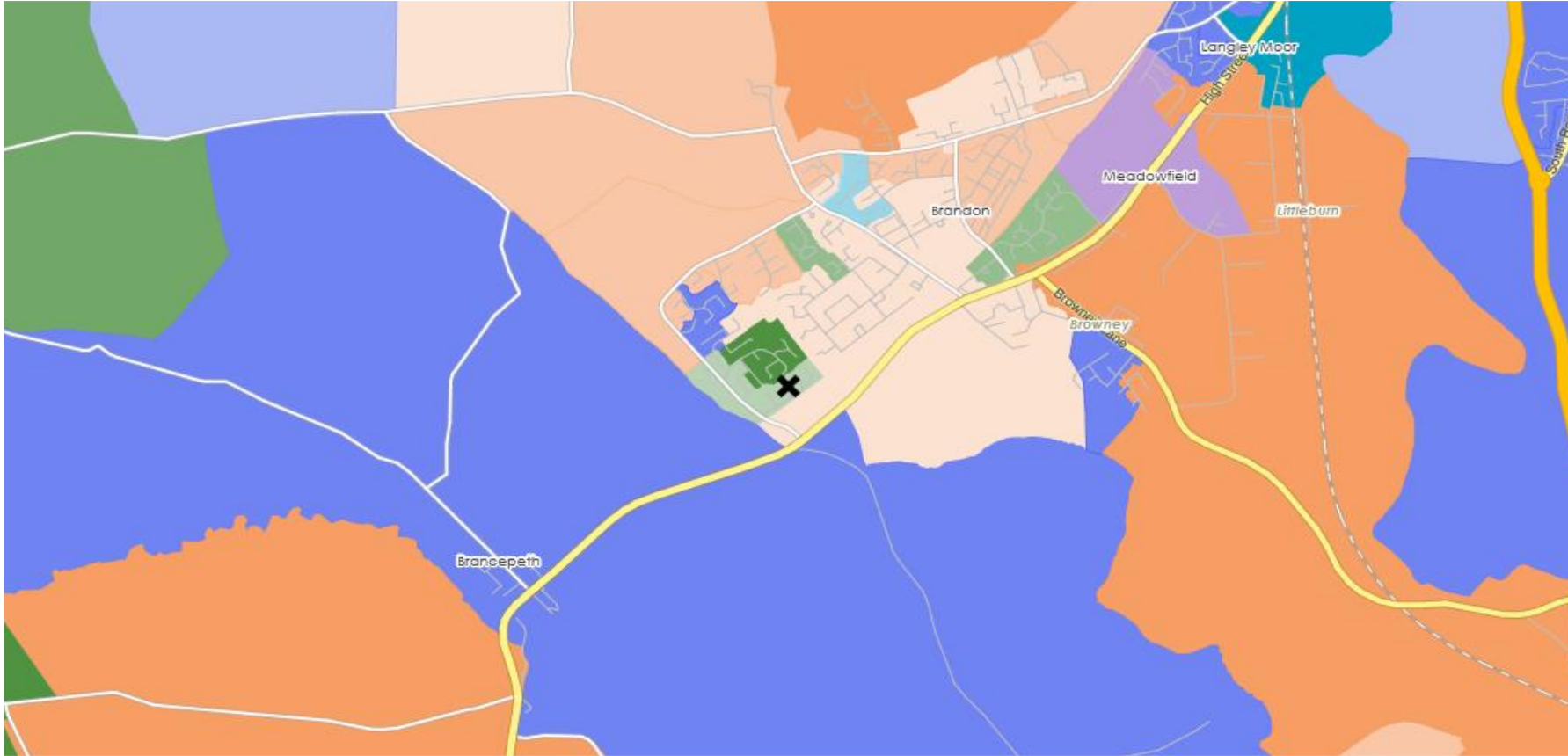
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P02802\_Brawns Den, Durham, DH7 8UG (1 Mile contour)



- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

**Acorn Groups**

- 1.A Lavish Lifestyles
- 1.B Executive Wealth
- 1.C Mature Money
- 2.D City Sophisticates
- 2.E Career Climbers
- 3.F Countryside Communities
- 3.G Successful Suburbs
- 3.H Steady Neighbourhoods
- 3.I Comfortable Seniors
- 3.J Starting Out
- 4.K Student Life
- 4.L Modest Means
- 4.M Striving Families
- 4.N Poorer Pensioners
- 5.O Young Hardship
- 5.P Struggling Estates
- 5.Q Difficult Circumstances
- 6.R Not Private Households

Area boundary

ACORN - WHAT IS IT?

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6 CATEGORIES      18 GROUPS      62 TYPES

1. Affluent Achievers	A. Lavish Lifestyles	1-3
	B. Executive Wealth	4-9
	C. Mature Money	10-13
2. Rising Prosperity	D. City Sophisticates	14-17
	E. Career Climbers	18-20
	F. Countryside Communities	21-23
	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
3. Comfortable Communities	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		

**1** Affluent Achievers

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

**12.1M** UK Adults

**22.8%** of UK

House type: **Detached**

House tenure: **Owned outright**

Number of beds: **4+**

These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%



# MAP OF AREA

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